

The Leesburg Planning Commission recommended the following changes (Green) to the sign ordinance document. The Planning Commission voted 6-0-1 to approve the sign ordinance as written with the following changes highlighted in Green. The Town Council Public Hearing is scheduled for Tuesday July 27th, 2010 at 7:30 P.M.

The language found in the Purpose and Intent Section was reordered and language was added to promote businesses and the importance of signage to business success.

15.1.1 Purpose and Intent

The purpose of this article is to regulate the size, location, height and construction of all signs placed for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; to protect property values; and to further the urban design and economic development objectives of the *Town Plan*. To these ends, these regulations are intended to promote signs that are: establish reasonable and effective regulations pertaining to the time, place and manner in which signs may be erected and maintained in order to:

- Foster business growth and vitality and to provide flexibility to respond to market and economic trends;
- Stimulate the economic vitality of the Town, encourage a business atmosphere that continues to attract new enterprises to the Town, encourage trade within the Town, and to appropriately inform customers so that businesses can thrive and thereby help provide revenue necessary for a well-balanced tax base;
- Provide a responsive and efficient administrative sign permit approval process for business owners;
- Provide clear and effective standards that permit reasonable signage for businesses and institutions;
- Provide for signage that is constructed and maintained in a structurally sound and attractive manner;
- Provide Compatible signage with the landscape/streetscape and architecture of surrounding buildings, including historic sites and structures;
- Ensure the effectiveness of public traffic signs and signals;
- Create legible and appropriate signs related to the activity to which they pertain; and
- Improve the public health, safety, and general welfare of the community;

~~B.—A. Legible and appropriate to the activity to which they pertain;~~

~~C.—Not distracting to motorists; and~~

~~D.—Constructed and maintained in a structurally sound and attractive condition.~~

The Planning Commission voted to increase the total square footage coverage for temporary window signs from 25% to 50% therefore doubling the amount of temporary signage each business can potentially display within its windows.

15.4.15 Temporary Window Signs

Temporary window signs shall be limited to fifty percent (50%) of the total square footage covering no more than twenty-five (25) percent of the window area, inclusive of all ground floor windows on the façade facing the public street or the front of the building where no street frontage exists, or sixteen (16) square feet, whichever is less. Any such sign shall and not be displayed above the first floor and. Such signs shall not remain in place for more than four (4) weeks.

Strings of lights are expressly prohibited in Sec. 15.5.8. The revised language permits them in the H-1 District and elsewhere subject to specific standards.

15.5.8 Strings of Lights

Strings of lights outlining property lines or sales areas, or any portion of a structure, unless part of an approved sign or sign-structure. This prohibition shall not apply to strings of lights installed (a) in the H-1, Old and Historic Overlay District to illuminate the cornice line of buildings, accentuate landscaping and decorate alleyways; (b) in any district as holiday decorations, which lights may be illuminated only during the holiday season to which the display of such lights is customarily associated; and (c) in any district as general outdoor seating area decorations at food establishments. Exempt strings of lights illuminating the cornice line of buildings or outdoor seating areas must be comprised of clear bulbs that are 0.4 watts, have a separation distance of 5.25 inches between bulbs and which provide continuous light.

The remainder of the document remains as proposed at the May 20, 2010 Public Hearing.